C2175-1

THE CHRONICLE
of Higher Education®

ISSN 0009-5982

May 30, 1990 • $2
Volume XXXVI, Number 37

News Summary

Articles on inside pages

The first image from the Hubble Space Telescope came to Earth twice as sharp as expected: Page A4.

Traditional crafts and customs must be saved along with historic sites and artifacts, scholars and public officials say: Page A4.

Many who left academe in the Ph.D. glut of the 70's have moved easily into other careers: Page A11.

Tactics used by the Florida Institute of Technology to beef up its research capacity have drawn fire: Page A16.

Short of cash, the Education Department's Office for Civil Rights has curtailed many activities: Page A17.

Advocates of better education for Hispanics appear headed for another clash with the Bush Administration: Page A17.

A Russian student who is trying to defect has found a temporary home at Saint John's University in Minnesota: Page A29.

A plan to distribute the N.C.A.A.'s billion-dollar TV bonanza would benefit strong programs most: Page A33.

Delegates to a congress on academic reform at Mexico's National Autonomous University anticipate a protracted debate over controversial changes: Page A35.

Brazil's federal universities have been ordered to dismiss a fourth of their employees: Page A35.

SECTION 1	Pages A1-44
Athletics	A33-34
Books	A8, 13
Business & Philanthropy	A25-28
Coming Events	A40
Computers	A12
Deadlines	A42
Deaths	A39
Fact-File	A27
Gazette	A39
Government & Politics	A16-24
Grants	A26
International	A35-37
Personal & Professional	A11-13
Scholarship	A4-9
Students	A29-31
SECTION 2	**Pages B1-44**
Bulletin Board	B5-43
End Paper	B44
Opinion & Letters	B1-4

Gifts to Colleges Rise 8.8% in Year, Reach Record $8.9-Billion

Rebound in 1988-89 ends fears of a lengthy slump in fund raising

By LIZ McMILLEN

Private contributions to the nation's colleges and universities, rebounding from changes in the tax laws and the crash on Wall Street, rose to an all-time high of $8.9-billion in 1988-89.

Total giving to colleges and universities increased by 8.8 per cent, a gain that apparently has allayed fears about a continued slump in college fund raising.

The tumult in the stock market in 1987 and revisions in the tax laws that eliminated some deductions for charitable giving combined for a one-two punch, prompting alumni to tighten their philanthropic purse strings in 1987-88. As a result, higher education suffered its first decline in private contributions in more than a decade.

A 'Return to More Typical Patterns'

The latest figures, released last week by the Council for Aid to Education, indicate that the worst may be over. Indeed, the council characterized last year's increase in total voluntary support as a "return to more typical patterns of giving after the 1988 decline."

"We may find that lags in the economy and changes in tax laws had only a temporary effect on contributions and are balanced over time by recoveries that are consistent with the committed tradition of giving to education in the United States," said Arnold Shore, president of the council.

Both private and public institutions recorded healthy increases in total support, but the share of contributions going to pub-

Continued on Page A26

Top 10 Institutions In Voluntary Support, 1988-89

Stanford U.	$188,635,513
Harvard U.	185,353,003
Cornell U.	157,072,064
Yale U.	122,755,800
U. of Pennsylvania	121,945,814
Columbia U.	110,422,711
U. of Southern California	102,628,589
U. of Wisconsin at Madison	102,232,856
Duke U.	102,016,708
U. of Minnesota	100,170,258

Multiple-campus system not included above: U. of California, $141,107,353.

SOURCE: COUNCIL FOR AID TO EDUCATION

Reliance on Multiple-Choice Tests Said to Harm Minorities and Hinder Reform; Panel Seeks a New Regulatory Agency

Chairman says 'the enterprise has in many instances gone haywire'

By JEAN EVANGELAUF

WASHINGTON

Charging that the country's growing reliance on multiple-choice tests is harming minorities and hindering school reform, a national commission last week urged that educational and employment testing be overhauled.

In a report called "From Gatekeeper to Gateway: Transforming Testing in America," the group asked for the development of "fairer and more appropriate" methods of assessment and for the creation of a regulatory agency to oversee the testing industry.

"There is ample evidence that the testing enterprise has in many instances gone haywire and is driving our educational system in the wrong direction," said Bernard R. Gifford, chairman of the National Commission on Testing and Public Policy, at a press conference here.

"Testing policies and practices must be reoriented to promote the development of all human talent," said Mr. Gifford, who is vice-president for education at Apple Computer Inc. and a professor of education at the University of California at Berkeley.

The panel, whose 17 members include leaders in business, education, government, and labor, was established in 1987 to investigate trends in standardized testing and to recommend improvements in testing. Its work was financed by the Ford Foundation.

Requiring students with learning disabilities to take multiple-choice tests may be illegal, a federal court has ruled: Page A16.

The panel said that mass testing often carried an "exorbitant" price. "Current testing, predominantly multiple choice in format, is over–relied upon, lacks adequate public accountability, sometimes leads to unfairness in the allocation of opportunities, and too often undermines vital social policies," said the report.

The panel cited a host of problems with standardized tests. For example, it said that tests are imperfect indicators of what someone knows or can do, that tests reflect the dominant culture both in form and content, and that test scores can be affected by factors that are unrelated to an indi-

Continued on Page A31

'Opportunism' Seen in Education Ventures Between U.S., Japan

By DENISE K. MAGNER

A "climate of opportunism" pervades recent joint educational ventures between American colleges and Japanese groups, and it threatens the quality and integrity of such programs in both nations, a new study suggests.

The study, sponsored by the Institute of International Education, is the first major analysis of the wave of American-Japanese educational partnerships that began to appear in the 1980's. A report of the study is being released this week.

Called "Profiting from Education: Japan–United States International Educational Ventures in the 1980's," the report outlines the academic, administrative, cultural, and financial problems facing institutions that enter into such arrangements. The new ventures have involved more than three dozen American colleges and universities and a host of Japanese institutions, municipalities, and businesses.

"Education is not often the cause of conflict between nations," the report said, "but for Japan and the United States, the new wave of joint educational developments could be an exception."

While the new programs seek to pro-

Continued on Page A25

Soviet Science Leaders Seek American Participation in $5-Billion International Fusion Experiment

By KIM A. McDONALD

WASHINGTON

A delegation of Soviet science leaders has urged U.S. policy makers to join the Soviet Union in constructing a $5-billion magnetic-fusion reactor that would demonstrate the feasibility of developing nuclear-fusion energy as a commercial power source.

American officials said they supported both the idea of building an International Thermonuclear Experimental Reactor, or ITER, and the idea of sharing costs with other countries in similar "big science" projects. But they warned their Soviet counterparts that the federal budget deficit, concerns about the transfer of militarily useful technology, and unforeseen political events that might strain the future relationship between the two countries could keep Congress from backing the international venture.

Such impediments to cooperation, as well as the prospects for expanding ties between U.S. and Soviet researchers, were discussed at a recent two-day meeting of senior science officials from both

Continued on Page A7

MARGINALIA

Notice from the University Center at California State University, Sacramento:

"Start the week with a great lunch at a great price. The *University Center Restaurant* is offering Monday Specials for only $4.95. . . .

"April 30 Marinated Chicken and Ham served on a crouton, with a smoked turkey glaze, accompanied by vegetables and potatoes."

All on that itsy-bitsy bread cube?

■

Item in *Mainstream*, a newspaper at the University of Maine at Farmington:

"Allen Flint, Ph.D., a professor of English at the University of Maine at Farmington, has traveled widely through the United States and Europe.

"He has lived in Scotland, Rumania and Czechoslovakia for extended periods; but his preferences lean toward specific cities rather than countries. He said that Florence, Italy is beautiful. He also enjoys walking through Praque, Czechoslovakia and Copenhagen, Sweden, which he called compact, centralized cities."

Copenhagen is especially nice, except for the continental drift.

■

A flyer announcing the student writing contest at Loyola University of New Orleans instructs:

"Send entires to . . ."

■

From an article about Florida A&M University in *The New York Times:*

"Men and women, who are in a majority at the school, wear conservative suits one or two days a week. . . ."

And those in the minority: what's *their* attire?

■

Memorandum to faculty members and administrators at Hagerstown (Md.) Junior College:

"Graduation this year will be held in the ARCC on Sunday, May 20, 1990 at 3:00 p.m. . . .

"If you are renting academic regalia, you may pick up your cap and gown in the bookstore beginning on Wednesday, May 25.

"See you at the ceremony!"

O.K. if we're in our civvies?

■

From an inter-office memorandum at the University of Idaho:

"This is the recommendation of the current commencement committee for the future commencement committee based on the premise that the Faculty Committee be appointed by the Committee on Committees and the Administrative Commencement Committee be appointed from the Registrar's office by approval of the President's office."

All clear?

—C.G.

In Brief

Chinese Students in U.S. Call for Protests on June 4

WASHINGTON—The Independent Federation of Chinese Students and Scholars last week called on Chinese students on campuses across the United States to hold marches, demonstrations, and memorial services on June 4, the anniversary of last year's bloody crackdown on pro-democracy demonstrators in Beijing's Tiananmen Square.

"We think it is very important for students to keep the movement alive," said Yongchuan Liu, president of the federation, a U.S.-based organization formed last summer.

Mr. Liu said the federation's efforts would concentrate on six major U.S. cities with large Chinese populations: Chicago, Houston, Los Angeles, New York, San Francisco, and Washington.

The demonstrations are also likely to include protests of President Bush's decision, announced last week, to renew China's most-favored-nation trading status. The federation had urged the President to revoke that status temporarily, to pressure Chinese authorities to make reforms.

The federation called on protesting students to wear white, a traditional mourning color in China.

Mrs. Gorbachev to Join Mrs. Bush at Wellesley

WELLESLEY, MASS. — Raisa Gorbachev, the wife of the Soviet President, has agreed to speak at Wellesley College's commencement this week, where she will share the podium with Barbara Bush, the First Lady.

Mrs. Gorbachev, who is to be in the United States while her husband takes part in a summit meeting with President Bush, was invited to speak at the commencement by Mrs. Bush, with the approval of Wellesley officials.

Wellesley has been in the national spotlight since March, when some 150 of the 600 seniors at the college signed petitions protesting the choice of Mrs. Bush as commencement speaker. The petitioners said Mrs. Bush was not an appropriate role model for young women because she had "gained recognition through the achievements of her husband" and not on her own merits.

The protest sparked a national debate in the news media over feminist values and the position of women who choose to stay home and raise families instead of pursuing professional careers.

No protests have erupted over Mrs. Gorbachev's participation in the Wellesley commencement. "The students are thrilled," said Laurel Stavis, news director at the college. "They are very excited."

What They're Reading on College Campuses

		Previous Survey
1.	**50 Simple Things You Can Do to Save the Earth,** by the Earthworks Group	7
2.	**Weirdos From Another Planet!** by Bill Watterson	1
3.	**Happy Trails,** by Berke Breathed	—
4.	**All I Really Need to Know I Learned In Kindergarten,** by Robert Fulghum	2
5.	**Oh, the Places You'll Go,** by Dr. Seuss	4
6.	**The Handmaid's Tale,** by Margaret Atwood	—
7.	**The Hunt for Red October,** by Tom Clancy	3
8.	**Means of Ascent,** by Robert A. Caro	—
9.	**Liar's Poker,** by Michael Lewis	10
10.	**Almost Heaven,** by Judith McNaught	—

The Chronicle's list of best-selling books was compiled from information supplied by stores serving the following campuses: American U., Baylor U., Bucknell U., Carleton College, Carnegie Mellon U., Case Western Reserve U., Central Michigan U., Dartmouth College, Denison U., Eastern Kentucky U., Idaho State U., Iowa State U., Kent State U., Lawrence U., Lehigh U., Mankato State U., Montana State U., New York U., North Dakota State U., Pennsylvania State U., Portland State U., Princeton U., San Francisco State U., Southern Methodist U., Stanford U., Tulane U., U. of California at San Diego, U. of Hawaii, U. of Illinois at Urbana-Champaign, U. of Iowa, U. of Maryland–Baltimore County, U. of Missouri at Columbia, U. of Nebraska at Lincoln, U. of New Orleans, U. of Notre Dame, U. of Pittsburgh, U. of Puget Sound, U. of Washington, U. of Wisconsin at Madison, and U. of Wisconsin at Milwaukee. Reports covered sales of hardcover and paperback trade books in April.

25,000 Immunized in Measles Outbreak

ATHENS, GA.—The University of Georgia last week banned 197 students and 8 employees from its campus until they have been immunized against measles. A campus outbreak has left 40 people stricken with the disease.

Students who are not immunized will not be able to attend classes, receive grades, register for new classes, or graduate, said Tom Jackson, a spokesman for the university. Employees without immunizations have been put on leave without pay.

The first case of measles was reported in April. The State Division of Public Health ordered the mandatory inoculations, which began in May, for 25,000 students and employees.

In addition tc those who have refused or not sought immunizations, 209 were exempted for medical reasons.

The inoculation order will remain in effect until two weeks pass without a reported case of the disease. The semester ends June 8.

Army Says It Won't Seek Refund From Gay Cadet

ST. LOUIS—The Army has decided not to force a homosexual

Trustees of Mills College Reverse Decision to Admit Undergraduate Men

OAKLAND, CAL.

Bowing to protests by students, faculty members, and alumnae, the Board of Trustees of Mills College has reversed the decision it made this month to admit male undergraduates starting in 1991.

The board unanimously accepted a plan proposed by alumnae and faculty members to erase the 138-year-old college's budget deficit and make it unnecessary to admit men as a means of increasing enrollment and revenue.

Students, who had taken over the college and shut down its operations, called off their two-week-old strike one day before the board voted to keep the liberal-arts college's undergraduate student body all female. Men have been admitted to graduate programs at Mills since the 1930's.

F. Warren Hellman, the chairman of the board, announced the decision to several hundred cheering students and alumnae. "All of you have had a lot of banners [illegible] all week—here's one for you," he said as he unfurled a banner that declared: MILLS. FOR WOMEN. AGAIN. Members of the crowd shouted, "We did it, we did it," and sprayed each other with champagne. Mr. Hellman had been hanged in effigy by protesters following the board's original vote to admit men.

Enrollment Increase Needed

The goals of the plan accepted by the trustees include increasing enrollment from its present 777 students to 900 by 1993 and 1,000 by 1995. Also, increasing the endowment by $10-million, and raising alumnae annual giving to $750,000 from the current $450,000 by 1993.

To reduce costs, the teacher-student ratio is to be increased to 1-to-13 from 1-to-10. Faculty members have agreed to teach one extra course a year or devote time to student recruitment.

The college had been running a deficit of about $100,000 a year in its $24-million budget and was forced to dip into its $72-million endowment to meet expenses, college officials said.

Mr. Hellman stressed that if the college failed to meet its targets for fund raising, recruitment, and cost cutting, the board would have no choice but to admit male undergraduates. The Alumnae Association of Mills College said it would accept such a move if the plan it helped put together did not succeed.

—JACK McCURDY

TOM CHARGIN, IMPACT VISUALS

F. Warren Hellman (center), chairman of the Mills College board, announcing that the decision to admit men had been reversed.

The Chronicle of Higher Education (ISSN 0009-5982) is published weekly except the last two weeks in August and the last two weeks in December, at 1255 Twenty-Third Street, N.W., Washington, D.C. 20037. Subscription rate: $57.50 per year. Second-class postage paid at Washington, D.C., and at additional mailing offices. Copyright © 1990 by The Chronicle of Higher Education, Inc. Printed in the United States of America. POSTMASTER: Send address changes to The Chronicle of Higher Education, P.O. Box 1955, Marion, Ohio 43305. Member, Audit Bureau of Circulations. The Chronicle reserves the right not to accept an advertiser's order. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.

'Opportunism' Said to Threaten U.S.-Japan Education Ventures

Continued From Preceding Page

dents or professors abroad, "we're dealing now with whole institutions' going abroad," Gail S. Chambers, one of the report's two authors, said in an interview.

The emergence of Japan as a world economic power and the growing interest in giving students from both nations an international perspective are spurring the new ventures, the report said. Educators and entrepreneurs see a market of unmet educational needs in Japan for degrees that indicate international competence.

U.S. colleges and their Japanese partners—ranging from proprietary institutions to local governments to businesses—are moving into that market. Since 1980, more than 100 American colleges have sent teams to Japan to investigate establishing branch campuses or degree programs there, the report said. Meanwhile, more than 120 Japanese groups have expressed interest in creating programs or setting up campuses here.

"The new developments in Japan-U.S. higher education represent the full range of folly, fraud, mediocrity, and excellence that can grow in such a setting."

At least 30 ventures have begun operating in Japan, said Ms. Chambers, a research associate at the University of Rochester's Graduate School of Education. (The report's co-author, William K. Cummings, a professor of education at Harvard University, is in Japan and could not be reached for comment.) Ms. Chambers said she was uncertain how many such ventures are under way in the United States, but some experts put the number at about 12.

Controversial Purchases

In both nations, the ventures have attracted widespread publicity—not all of it positive. For example, attempts by some Japanese investors to purchase financially strapped American colleges have proved controversial.

Some U.S. communities have welcomed the infusion of Japanese money into struggling local colleges. But others have reacted negatively to such offers because the "concept of American colleges' being bought is repugnant in our culture," Ms. Chambers said.

At the same time, Ms. Chambers said the Japanese public was showing skepticism and concern about the new programs in Japan. The Japanese news media and some students and parents there have complained that the performance of some of the programs has been "unimpressive," the report said.

For instance, none of the new ventures in Japan have been notably successful in improving the English proficiency of Japanese students at the rate the institutions initially promised in advertisements, the report said. To the Japanese public, it said, "the inference is that American education is not all it claims to be."

A clash of cultures is at the root of some of the problems, Ms. Chambers said. For example, Japanese students who pay tuition to a Japanese university are guaranteed they will graduate. No such guarantee exists in the American system, and Japanese citizens have been concerned about instances in which students have failed courses on the branch campuses.

Such controversies suggest the new programs have the potential to increase tensions between Japan and America rather than to promote understanding, Ms. Chambers said.

Marjorie Peace Lenn, vice-president of the Council on Postsecondary Accreditation, called the report a "much-needed" analysis. The council and regional accrediting agencies have been involved in reviewing the new overseas ventures of American colleges.

"There is a gold-rush mentality that is operating at this time," said Ms. Peace Lenn, who will be spending several weeks in Japan this summer, at the invitation of the U.S. Embassy, to discuss concerns about the new American programs in Japan with educators and government officials. "There are some excellent programs out there, but there are also some institutions rushing in without taking a good look at the whole picture."

Julia A. Ericksen, vice-provost for academic programs at Temple University, which has had a branch campus in Japan since 1982, said she had yet to read the I.I.E. report. But she questioned the concerns it raises about opportunism. She said the same charges of opportunism could be made about part-time and evening programs that U.S. colleges now offer.

Initially, Ms. Ericksen said, Temple got involved in Japan to bolster declining enrollments at its main campus and to save faculty positions. The courses on the branch campus are identical to those at the Philadelphia campus and have been "well received in Japan," she said.

No 'Shoddy Products'

Ms. Ericksen said Temple's Japan campus was "self-sustaining" and did not use funds provided by the state legislature to the university's main campus.

"Anyone who thinks they're going to make a lot of money in Japan is naïve," she said. "Anyone who thinks Japan is going to accept shoddy products is very naïve."

The branch campuses that American colleges are setting up in Japan typically offer students English-language training and U.S.-accredited courses toward an associate degree. Some offer only English language training, while a few offer bachelor's degrees, graduate-level instruction, or some combination of programs. Besides Temple, institutions with new campuses in Japan include the Minnesota State University System, Southern Illinois University at Carbondale, and Texas A&M University.

The branch campuses operate under for-profit arrangements. "American colleges leave the U.S. border as non-profit institutions and become part of for-profit institutions in Japan," Ms. Peace Lenn said.

The American-Japanese partnerships involve complex financial issues that many American officials have not carefully examined. For instance, the report said, such a partnership could jeopardize a college's tax-exempt status if its assets were used to benefit private individuals financially. The report recommended that the Internal Revenue Service and tax lawyers for American colleges examine those questions.

While the "rhetoric" of the new programs is that they enable American and Japanese students to learn from each other, the reality is that the students enrolled at most of the branch campuses are exclusively Japanese. In most cases, no American students from the U.S.-based campuses are studying at the branch campuses, primarily because of the high costs involved, the report said.

Momentum Is From Japan

Temple University Japan is one of the few branch campuses that has had American students from the "home" campus in the United States. The Tokyo campus is operated by a for-profit Japanese corporation, while Temple is under contract to provide English-language training, associate and bachelor's degrees, and even a few graduate programs. But only a handful of American students from Temple's main campus went to Japan in 1989 to study at the branch campus, which enrolled about 1,800 students when the report's authors visited the campus last year.

The momentum for the joint programs being set up in the United States comes primarily from Japanese sources, the report said. In some cases, Japanese groups seek to buy or become affiliated with a U.S. campus. Some of the ventures involve Japanese universities setting up study-abroad programs on American campuses.

An example of a U.S.-based program is Teikyo University, which has merged with, bought portions of, or become affiliated with four American institutions—Post and Regis Colleges, Salem College in West Virginia, and Westmar College.

The U.S.-based programs have had more success in getting Japanese and American students to interact, the report said.

But the difficulties that Japanese students have had in speaking conversational English have raised questions about whether they will be sufficiently prepared to take college-level courses here. "Segregation" of American and Japanese students in separate classrooms "in all probability will be pedagogically necessary," the report said.

Copies of the report are available for $4 each from the Institute of International Education, Books, 809 United Nations Plaza, New York, 10017-3580. ■

Gifts to Colleges Up 8.8% in Year, Total $8.9-Billion

Continued From Page A1

lic colleges and universities continued to expand more rapidly than the portion directed to private institutions, in line with a trend first evident in 1987-88.

The average level of support per institution for private colleges and universities rose 7.4 per cent, while the average support for public colleges rose 9.4 per cent, the survey found. In absolute terms, however, private institutions still garner much more voluntary support than do their public counterparts.

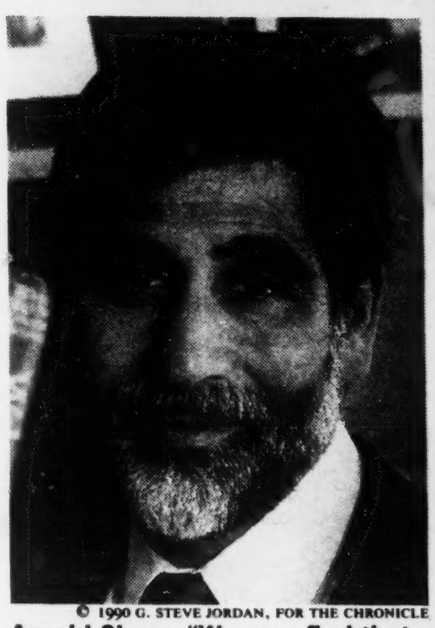
In particular, public colleges received a growing share of corporate contributions, the survey found. Private colleges said they had received $791-million from businesses, or 48 per cent of total giving by corporations to higher education, while public colleges recorded $855-million in corporate gifts—or 52 per cent. Fifteen years ago, businesses favored private colleges by a margin of 67 per cent to 33 per cent, the council said.

It was the second year in a row that total corporate giving to public institutions actually exceeded corporate contributions to private colleges.

"This trend reflects the increasing respect and credibility of public research universities," said David Morgan, director of research at the council. "It shows that they're on equal footing with private universities."

Private Colleges Are Worried

"It's a matter of the number of students," said Mr. Shore. "The figures show that public colleges educate more than three times as many students as private colleges. One would think as public universities graduate more students and conduct more sophisticated research, more corporate dollars will naturally flow to them."



© 1990 G. STEVE JORDAN, FOR THE CHRONICLE

Arnold Shore: "We may find that lags in the economy and changes in tax laws had only a temporary effect on contributions."

The shift in corporate support has worried officials at private colleges, who say the erosion in corporate giving to their campuses hurts their ability to conduct programs at what they call the margin of excellence (*The Chronicle*, May 31, 1989). The shift also comes as overall corporate giving is leveling off and as businesses are showing an increasing interest in directing their philanthropy to elementary and secondary schools.

'A Real Squeeze'

"There's a real squeeze on our institutions," said Frank J. Balz, executive director of the National Institute of Independent Colleges and Universities, which is attempting to make corporate officers more aware of the shift. "It's something we're very concerned about, especially as land-grant institutions develop major capital campaigns at very big levels."

The growing strength of public universities was also apparent in the survey's list of the 20 most successful fund-raising institutions. Although private colleges and universities still dominated the list, it included two public institutions that had not appeared before—Ohio State University and the Uni-

Private Gifts and Grants

BALFOUR FOUNDATION
c/o Bank of New England
28 State Street, Boston 02107

Minorities. For programs for secondary-school Hispanic students: $400,000 to Regis College (Mass.).

LYNDE AND HARRY BRADLEY FOUNDATION
777 East Wisconsin Avenue
Milwaukee 53202

History. For the Center for the History of Freedom: $500,000 to Washington U. (Mo.).

EL POMAR FOUNDATION
Ten Lake Circle Drive
P.O. Box 158
Colorado Springs 80906

Technology. For the Colorado Institute for Technology Transfer and Implementation: $3.15-million to U. of Colorado at Colorado Springs.

LILLY ENDOWMENT
2801 North Meridian Street
P.O. Box 88068, Indianapolis 46208

Faculty. For programs of faculty development: up to $75,000 to each of 20 independent colleges and universities in the Midwest.

E. M. LYNN FOUNDATION
2501 Military Trail
Boca Raton, Fla. 33431

Facilities. For a student-residence complex: $500,000 to College of Boca Raton.

ANDREW W. MELLON FOUNDATION
140 East 62nd Street
New York 10021

International studies. For the new Caribbean Research and Training Program: $375,000 to Florida International U.

Support. For president's discretionary funds: $150,000 to Bennington College and $200,000 to Denison U.

STATE FARM COMPANIES FOUNDATION
One State Farm Plaza
Bloomington, Ill. 61710

Student aid. For scholarships: $450,000 to Illinois State U.

TEXACO FOUNDATION
c/o Texaco, Inc.
2000 Westchester Avenue
White Plains, N.Y. 10650

Chemistry. For a catalysis laboratory in the chemistry center: $250,000 to Boston College.

WINSTON-SALEM FOUNDATION
229 First Union
National Bank Building
Winston-Salem, N.C. 27101

Continuing education. For a Center for Lifelong Education: $250,000 to Winston-Salem State U.

GIFTS & BEQUESTS

University of Southern California. For a scholarship for Hispanic students: $106,000 from the estate of Deodata Jimenez Gamboa.

—For the hydrocarbon-research institute: $7-million from Katherine Bogdanovich Loker.

Wake Forest University. For scholarships: $2.3-million from the estate of Junius Calvin Brown.

Washington State University. For a professorship in the school of communication: $250,000 from Lester M. and Bernice Smith.

Yale University. For an institute of biospheric studies: $20-million from the Bass family of Texas.

versity of Illinois. Next month Ohio State will wrap up a five-year, $350-million capital campaign, having raised $429-million, the largest amount ever collected by a public university.

Meanwhile, two private institutions that recorded substantially increased support in 1988—the California Institute of Technology and New York University—fell below the top 20 in 1989.

Stanford University, which is conducting a $1.1-billion campaign, higher-education's largest ever, topped the list for the fourth consecutive year. The amount Stanford raised, $189-million, was up 3.7 per cent from the previous year's total.

Harvard, Cornell, and Yale Universities held on to the next three places, raising $185-million, $157-million, and $123-million respectively. All three are planning major capital campaigns, each reportedly exceeding $1-billion. The University of Pennsylvania, in the first year of a $1-billion campaign, was in fifth place, with $122-million raised.

Combined giving to the top 20 accounted for 23 per cent of the total voluntary support for higher education, the council estimated.

1,132 Institutions Studied

For the 1988-89 survey, the council examined responses from 1,132 institutions. The participants account for about 85 per cent of all private gifts to colleges and universities.

Colleges recorded increases from all sources of giving, the council said. Alumni giving, up by 12.2 per cent in 1989, was almost back to its 1987 high, while contributions from non-alumni rose by 7.8 per cent, the council said. Total corporate and foundation contributions also were up, by 5.1 per cent and 8.4 per cent, respectively.

Support for capital purposes, which is often received in the form of securities, increased by 9.8 per cent, recouping much of last year's $500-million decline. Giving for current operations, which did not decline in 1988, was up by 8.1 per cent in 1989.

The survey also found:

- The average gift ranged from $622 at private research universities to $45 at public liberal-arts colleges.
- Private colleges and universities received donations from 28 per cent of the alumni they solicited. At public institutions the "solicitation effectiveness" rate was 18 per cent. Those rates were unchanged from the previous year.
- With a 8.8-per-cent increase in total giving in 1989, support to colleges and universities pulled ahead of inflation, measured at 4.7 per cent by the Consumer Price Index and 6.2 per cent by the Higher Education Price Index, a gauge of the prices that colleges and universities pay for goods and services.

Copies of the report of the survey will be available in June for $50 each, prepaid, from the Council for Aid to Education, 51 Madison Avenue, New York 10010.

The survey was also sponsored by the Council for Advancement and Support of Education and the National Association of Independent Schools. ■

FACT FILE: Voluntary Support of Higher Education, 1988-89

At 401 Public Institutions

	108 doctoral institutions	153 comprehensive institutions	7 general baccalaureate institutions	14 specialized institutions	Total for 282 4-year institutions	119 2-year institutions	Total for 401 institutions
PURPOSES OF SUPPORT							
Current operations							
Unrestricted	$148,970,000	$31,013,000	$402,000	$9,118,000	$189,503,000	$7,465,000	$196,968,000
Restricted	1,363,211,000	118,135,000	4,707,000	66,813,000	1,552,867,000	19,182,000	1,572,049,000
Capital	241,381,000	43,960,000	899,000	25,100,000	311,339,000	6,890,000	318,229,000
Endowment							
Unrestricted	25,534,000	43,960,000	899,000	25,100,000	95,493,000	6,890,000	102,383,000
Restricted	468,367,000	49,216,000	526,000	18,507,000	536,616,000	8,548,000	545,165,000
Loan funds	3,317,000	591,000	196,000	174,000	4,278,000	44,000	4,322,000
SOURCES OF SUPPORT							
Alumni	$441,015,000	$40,882,000	$191,000	$2,030,000	$484,118,000	$1,691,000	$485,809,000
Parents	6,955,000	2,085,000	30,000	41,000	9,111,000	98,000	9,209,000
Other individuals	416,456,000	68,133,000	2,275,000	17,746,000	504,610,000	13,465,000	518,076,000
Foundations	405,743,000	29,957,000	607,000	54,247,000	490,553,000	10,822,000	501,376,000
Corporations and businesses	719,068,000	85,339,000	3,118,000	33,384,000	840,909,000	14,221,000	855,129,000
Religious organizations	796,000	211,000	0	20,000	1,027,000	34,000	1,061,000
Other organizations	260,748,000	21,340,000	633,000	12,245,000	294,965,000	4,002,000	298,967,000
FORMS OF GIVING							
Realized bequests							
For current operations	$47,024,000	$4,138,000	$80,000	$3,108,000	$54,350,000	$1,217,000	$55,566,000
For capital assets	115,582,000	4,138,000	11,000	635,000	129,764,000	1,267,000	131,032,000
Trusts, pooled income funds, and annuities	79,167,000	9,750,000	0	389,000	89,305,000	2,580	91,885,000
ALUMNI GIVING							
Total alumni of record	11,865,976	4,325,311	25,475	86,763	16,303,525	1,759,902	18,063,427
Alumni solicited	8,098,738	2,980,946	23,802	72,271	11,175,757	257,975	11,433,732
Alumni donors	1,631,547	463,109	4,248	14,103	2,113,007	28,417	2,141,424
GIFTS OF PROPERTY							
Company products	$68,627,000	$21,395,000	$455,000	$1,673,000	$92,150,000	$2,506,000	$94,657,000
Other, corporations	49,103,000	5,039,000	0	260,000	54,402,000	2,699,000	57,101,000
Other, non-corporations	75,484,000	9,760,000	871,000	172,000	86,287,000	1,181,000	87,468,000
CORPORATIONS' MATCHING GIFTS							
Total number of gifts matched	150,621	29,936	203	933	178,693	1,253	179,946
Support from matching-gift programs	$36,406,000	$4,807,000	$36,000	$194,000	$41,443,000	$319,000	$41,762,000
TOTAL SUPPORT	**$2,250,780,000**	**$247,973,000**	**$6,853,000**	**$119,712,000**	**$2,625,318,000**	**$44,498,000**	**$2,669,816,000**

At 731 Private Institutions

	74 doctoral institutions	195 comprehensive institutions	328 general baccalaureate institutions	109 specialized institutions	Total for 706 4-year institutions	25 2-year institutions	Total for 731 institutions
PURPOSES OF SUPPORT							
Current operations							
Unrestricted	$307,441,000	$184,503,000	$342,175,000	$95,197,000	$929,317,000	$10,508,000	$939,825,000
Restricted	1,154,627,000	138,060,000	182,206,000	78,280,000	1,553,172,000	3,872,000	1,557,044
Capital	452,955,000	175,180,000	201,664,000	40,099,000	869,898,000	7,742,000	877,640,000
Endowment							
Unrestricted	82,029,000	35,585,000	97,042,000	27,522,000	242,178,000	982,000	243,160,000
Restricted	685,761,000	172,936,000	306,735,000	69,563,000	1,234,994,000	6,120,000	1,241,114,000
Loan funds	8,062,000	5,365,000	3,378,000	1,057,000	17,862,000	14,000	17,876,000
SOURCES OF SUPPORT							
Alumni	$783,966,000	$172,953,000	$459,706,000	$32,081,000	$1,448,707,000	$3,024,000	$1,451,731,000
Parents	68,105,000	22,275,000	38,407,000	834,000	129,622,000	597,000	130,219,000
Other individuals	500,477,000	189,416,000	250,783,000	144,812,000	1,085,488,000	12,900,000	1,098,388,000
Foundations	603,479,000	132,782,000	182,098,000	49,817,000	968,176,000	2,986,000	971,162,000
Corporations and businesses	533,174,000	112,319,000	95,725,000	26,974,000	788,192,000	2,914,000	791,106,000
Religious organizations	41,637,000	44,244,000	65,951,000	42,647,000	194,480,000	4,539,000	199,018,000
Other organizations	140,038,000	37,639,000	40,528,000	14,553,000	232,756,000	2,278,000	235,035,000
FORMS OF GIVING							
Realized bequests							
For current operations	$79,717,000	$24,440,000	$50,213,000	$27,689,000	$182,059,000	$1,391,000	$183,450,000
For capital assets	217,047,000	55,558,000	138,321,000	15,646,000	426,572,000	6,294,000	432,866,000
Trusts, pooled income funds, and annuities	149,044,000	37,883,000	94,596,000	15,469,000	296,992,000	606,000	297,593,000
ALUMNI GIVING							
Total alumni of record	5,374,933	3,582,381	3,778,062	555,744	13,291,120	173,508	13,464,628
Alumni solicited	3,837,932	2,855,738	2,992,639	464,921	10,151,230	134,339	10,285,569
Alumni donors	1,211,079	701,341	1,009,159	111,463	3,033,042	21,276	3,054,318
GIFTS OF PROPERTY							
Company products	$75,857,000	$7,141,000	$3,366,000	$1,254,000	$87,618,000	$222,000	$87,841,000
Other, corporations	7,250,000	4,480,000	1,929,000	1,846,000	15,505,000	418,000	15,293,000
Other, non-corporations	85,652,000	17,650,000	16,454,000	2,704,000	122,959,000	85,555,000	208,014,000
CORPORATIONS' MATCHING GIFTS							
Total number of gifts matched	133,293	66,689	90,268	10,408	300,658	1,600	302,258
Support from matching-gift programs	$42,854,000	$17,866,000	$31,889,000	$3,090,000	$95,699,000	$364,000	$96,063,000
TOTAL SUPPORT	**$2,690,876,000**	**$711,629,000**	**$1,133,199,000**	**$311,718,000**	**$4,847,421,000**	**$29,238,000**	**$4,876,659,000**

Estimates for All Institutions

Sources of Support

	1988-89 *	Per cent	Percentage change 1-year	Percentage change 5-year
Sources				
Alumni	$2,292	25.7%	+12.2%	+75.6%
Other individuals	$2,077	23.3	+7.8	+57.8
Corporations	$1,947	21.8	+5.1	+53.2
Foundations	$1,742	19.5	+8.4	+61.1
Religious organizations	$237	2.7	+20.0	+44.5
Other	$632	7.1	+10.0	+44.5
Total	**$8,925**	**100%**	**+8.8%**	**+59.4%**
Price Indices				
Consumer Price Index			+4.7%	+19.1%
Higher Education Price Index			+6.2	+27.2

* Millions of dollars

Trends in Giving

	Total	Per student: Current	Per student: Adjusted†
Selected years			
1980-81	$4,230,000,000	$350	$396
1985-86	7,400,000,000	604	545
1986-87	8,500,000,000	680	600
1987-88	8,200,000,000	642	544
1988-89	8,925,000,000	684	554
Average annual change			
1980-81 to 1985-86	+11.8%	+11.5%	+6.6%
1985-86 to 1987-88	+5.7	+3.5	+0.4
1987-88 to 1988-89	+8.8	+6.5	+1.8

† Adjusted to 1983 dollars, according to Consumer Price Index.

SOURCE: COUNCIL FOR AID TO EDUCATION